

**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**

**B.B.A. DEGREE EXAMINATION – BUSINESS ADMINISTRATION**

**FIFTH SEMESTER – November 2009**

**BU 5503 - BUSINESS POLICY & STRATEGY**

Date & Time: 05/11/2009 / 9:00 - 12:00 Dept. No.

Max. : 100 Marks

**SECTION - A**

**I. Answer ALL questions**

**(10 x 2 = 20 Marks)**

1. Define Business Strategy.
2. Mention two economic and two non economic Factors influencing Business.
3. What is meant by Business Objectives.
4. Define SWOT Analysis.
5. How does Business Policy of Non Profit organisation Differ from others .
6. Can economic system of a country influence business policy?
7. State any two models of Strategic decision making.
8. What is Cash Cow under BCG matrix?
9. What is vision statement?
10. What is case study method.

**SECTION - B**

**II. Answer any Five Questions**

**(5 x 8 = 40 Marks)**

11. What are the internal and external factors that influence pricing policy of a firm?
12. How is business policy influenced by environmental Factors?
13. Explain important characteristics of a mission Statement.
14. Describe the difference between objectives and goals.
15. What are the four types of strategic control?
16. Write short notes on
  - a) Network Techniques
  - b) MBO
17. What is combinational strategy and why should a company adopt the same?
18. Mention different approaches to strategic decision making?

**SECTION - C**

**III. Answer any TWO Questions**

**(2 x 20 = 40 Marks)**

19. Strategic Decisions are primarily concerned with external rather than internal problems—discuss the nature of strategy formation.
20. What is meant by strategic implementation? What are the activities involved?
21. What is product life cycle? Why should a strategist know about this concept?

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